



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, June 7, 2011  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call 8:03 a.m.**

Kate Birchler, Chairwoman	David Richard
Mike Surguine, Vice-Chairman	Kathleen Glenn
Leon Young	Michael Hoffmann
Ace Bailey	

Commissioners Birchler, Surguine, Glenn, Hoffmann, Bailey present; Commissioner Young arrived at 8:06 a.m.; Commissioner Richard absent.

**2. Approval of Minutes**

Commission discussion and possible action to approve the May 17, 2011 regular meeting minutes. (Attachment No.1)

Motion to approve minutes by Commissioner Hoffmann; Seconded by Commissioner Surguine; Approved 5-0.

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- Staff Bed-Tax Collection Report (Attachment No. 2)
- Bed Tax Proforma (Attachment No. 3)
- Smith Travel Report (Attachment No. 4)
- Manager's Update (Attachment No.5)

**4. Scottsdale Area Chamber of Commerce "Scottsdale Forward"**

Presenter: Rick Kidder, President/CEO Scottsdale Area Chamber of Commerce  
(Attachment No. 6, 6a, 6b)

Staff Contact: Bob Tunis, Economic Development & Tourism Manager

**5. Bed Tax Allocation**

Commission discussion and possible action regarding proposed bed tax allocation policy.  
(Attachment No.7, 7a)

Staff Contact: Steve Geiogamah



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA MCCLEARY AT 480-312-7989 OR [RMCCLARY@SCOTTSDALEAZ.GOV](mailto:RMCCLARY@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.

Motion to approve by Commissioner Surguine; Seconded by Commissioner Bailey;  
Approved 6-0.

**6. Special Event Program Proposal**

Commission discussion and possible action regarding City and SCVB staff event proposal recommendations. (Attachment No.8, 8a, 8b, 8c)

Staff Contact: Bob Tunis,

Motion to approve by Commissioner Hoffmann; Seconded by Commissioner Bailey;  
Approved 6-0.

**7. FY11/12 Event Funding Program**

Commission discussion and possible action regarding bed tax funded event program.  
(Attachment No.9, 9a, 9b, 9c)

Staff Contact: Steve Geiogamah

Motion to approve by Commissioner Birchler; Seconded by Commissioner Young;  
Approved 6-0.

**8. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**9. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**10. Adjournment 9:08 a.m.**

**Next scheduled meeting is July 19, 2011**



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